

Select one of these fine originals.

(Please choose only one.)

BENSON & HEDGES 100's MERIT PARLIAMENT VIRGINIA SLIMS

To reach for the best, just reach for a pen. Answer these questions so we can get to know you better, and you could receive more great offers like this. Please respond by 10/31/96.

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Sample A. Sample

Sample, Inc.

123 Anystreet

Anytown, US 00000-0000



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1. What is your regular brand of cigarettes - that is, the brand you smoke most often?

(Brand)

2. Is your regular brand...? (Check one.)

Regular/King Size 100's 120's

3. Is your regular brand...? (Check one.)

Menthol Non-Menthol

4. Is your regular brand...? (Check one.)

Full Flavor Medium Light/Mild
 Ultra/Extra Low Tar Lowest/1mg Tar

5. Got a friend over 21 who smokes, with a taste for the finer things?
Let us know here.

Name _____

Phone () _____

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

Signature X _____
(required)

Date of Birth _____ / _____ / _____ Today's Date _____ / _____ / _____
(required) Month Day Year Month Day Year

We respect the privacy of our smokers. Your name will not be rented to any non-Philip Morris company.

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